



## Tips for a Successful Internal Team Kickoff

**The purpose of the internal team kickoff** is to motivate your employees to participate in Brighton's Inclusion Walk (iWalk)! It is important to have as many employees attend the event as possible. An internal team kickoff can range from 5-15 minutes at an all-employee meeting or a 30-60 minute party where you provide lunch, share about the organization's mission, share your own personal Brighton story or share a story about a child Brighton has served, and give online registration and fundraising training. Brighton's Development staff will be available to help you prepare talking points and also speak at your internal team kickoff if requested.

Determine the best method for your company. The following are some tips which will guarantee your success:

### **All-Employee Meeting – 5-15 minutes**

This is one of the most effective methods for an internal team kickoff since you'll have a captive audience to talk about your team and the upcoming Walk.

- Find out when your next all-employee meeting will be held and who sets the agenda.
- Ask if you can have 5-15 minutes on the agenda for you and the Association staff to discuss the upcoming Walk, your company's participation and how employees can get involved.

### **Kickoff Party – 30-60 minutes**

While you may not have all of the employees in the room at the same time, this can also be a fun, effective way to get employees excited about the walk in a party-like atmosphere.

- Set a date and time. Schedule the event when most employees can participate – lunch time during the middle of the week is a great time!
- Provide food and beverages for your employees, no one can pass up free food!
- Ask a Brighton staff member or a family member of a child with a disability/delay that was served by Brighton to speak at your party.
- Have the CEO or another executive send a memo to all employees encouraging them to attend.
- Advertise the party by sending department-wide emails (be sure to get approval from the powers that be!), posting flyers in the lobby, lunch areas, etc.
- Have prize giveaways or drawings to encourage employees to attend.
- Give a prize to the team captain or team member who recruits the most people to attend the party!